



# TENNIS TASMANIA

## Building the sustainability of community tennis clubs

### Abstract

Challenging the isolation and uncertainty of COVID-19 by increasing the accessibility of tennis, creating opportunities for community connection and generating a mix of social, physical and mental health benefits for participants.

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## Building the sustainability of community tennis clubs

### Introduction

Tennis Australia and Tennis Tasmania is committed to building and supporting thriving tennis communities via a range of initiatives. By using digital enablement to connect people who want to play, with which courts are available is one of the most practical and innovative measures to do this. The **Book a Court project combines three key elements:**

- **National Booking Website** that enables a consistent approach for the customer to search, find, book and pay for available courts at local venues
- **Software** – an online booking and payment platform that connects with pin pad technology
- **Hardware** – Pin pad technology for easy access to courts and capability to integrate with lighting for night time recreation

The system delivers a number of benefits to the community club and to the consumer, creating a **flexible** and easy to use platform that **increases the accessibility** of venues, and **generates revenue** for re-investment back into their club. There is more opportunity created for players to reap the **physical and mental health and well-being benefits** that tennis participation delivers, as well as contribute to improved social interaction and cohesion. Such opportunities **challenge the uncertainty and isolation that COVID-19 has caused**, and allow communities to **re-connect** in safe and welcoming environments. The system also brings **functional capability** to local clubs, to establish clear entry points to the sport that are **affordable, efficient, and flexible**. Accessing the entry points also paves the way for clubs and communities to embark on their **practical pathways to recovery and resurgence**.

### Strategic Intent

1. Capitalise on digital enablement to connect people more easily to courts around Tasmania
2. Implement digital court booking software and hardware in locations that enable any Tasmanian to access within a 30 minute commute

## How it works

The process is simple, only taking around **one minute** to make a booking and pay at any time **that suits the consumer**. Club members and casual court hirers just hop online to enter their booking and once paid, the player receives a **unique pin code** (via email and/or SMS) that relates to the specific booking. The code is valid only for that booking- the data of which transfers to the gate via internet for a nominal monthly data usage charge incurred by the club.

Book a Court also has capacity **to control lighting** at club venues, further **increasing timeslots available to markets such as the full-time workforce**. Integrated lighting means the lights turn on when a valid PIN is entered, and when the technology determines it is dark enough for lights. **Additional hours of play** logically therefore also **increases revenue earning capability** for the club, and spreads the benefits of tennis recreation to a wider audience e.g. the full-time workforce.

## Additional benefits

The advantages of Book a Court continue for the **club, the player, and the broader community**. The process and systems:

- Act as an enabler, bringing people together to foster a thriving and healthy community
- Give the club **control over bookings** and pricing structures (e.g. members/casual Pay as you Play models)
- Give the consumer freedom and **flexibility to book when it suits them**
- Minimise the need for cash handling and extra interpersonal exchange due to the online transaction, and so supports **COVID-19 safety** measures
- Transfer payment immediately into club bank accounts generating cash flow and supporting the long-term **financial sustainability** of the club
- **Reduce the administrative workload** of volunteers who have historically been required to adopt more labour intensive ways of opening up their venues for casual play opportunities. As a result, the volunteers can spend more time enjoying playing, as well as spending some time re-directing energies to other **activities that promote** their venue and attract more players, which will further contribute to **future proofing** the club

- Create **reporting** mechanisms that reveal **usage rates**, and build a greater understanding of who is engaging with the club (and the sport) and what their patterns of booking look like
- Demonstrate evidence of **increases in participation** that have the added flow-on effect of clearly showing higher rates of court usage and positive pressure on the existing facility amenities, which can **assist clubs in sourcing funding** support from a variety of agencies
- Generate **cash flow for sinking funds** to support infrastructure upgrades and programming development, which create a more appealing and **insight-led, set of programs** to be delivered in quality environments
- Strengthen the **viability** of the club due to the level of appeal created in an increasingly competitive market

### Community gains

A ripple effect runs into the **wider community and assists local government planning.**

- Growth in court occupancy, increased usage, and the heightened visibility of the sport combine to deliver **improved social and health outcomes** for the municipality
- As demand increases, there is a stronger business case for investment in facility infrastructure, which leads to more **employment opportunities amongst local suppliers/contractors** within for example, construction and utilities/maintenance sectors
- Furthermore, the actual installation of Book a Court requires the labour support of local providers such as electricians, fencing contractors etc. so there are also **external business opportunities** to grasp during club Book a Court construction and operational stages
- **Growth in club financial reserves** therefore also boosts the ability of the club to make regular contributions to asset maintenance and infrastructure upgrades
- This gives **local councils some added scope within capital works budgets** to potentially share across a number of stakeholders and projects

### Installation costs

The installation of the Book a Court software and hardware requires **variable investment**, influenced by the **site footprint of clubs**. Not all club environments and associated

infrastructure are the same and so require different pre-installation and operational works to achieve functionality at each site. Hence, there are cost differences that are subject to change and serve as a guide until a site assessment is undertaken, and requisite works are realised e.g. trenching; fence modifications; communication conduit layouts. **Returns on investment (ROI)** and associated timelines are similarly variable, with best performing venues seeing ROI that covers investment in 2-3 years and lower performing venues within 5-6 years. This is a long-term investment in growing participation. Revenue returns over 2019/20 reveal the following trends, as influenced by completion dates for pre-installation works and BAC installations going 'live' at respective venues.

Venue	Total Revenue 1 July 2019 – 30 June 2020
Burnie Tennis Club	\$0.00
Cygnet Tennis Club	\$266.38
Devonport Tennis Club	\$957.93
Glenorchy City Tennis Club	\$680.33
Lindisfarne Memorial Tennis Club	\$3,630.92
Richmond Tennis Club	\$768.74
Scottsdale Tennis Club	\$115.49
Sorell Tennis Club	\$1,702.68
Taroona Tennis Club	\$731.30
Tennis World Launceston	\$1,126.38
<b>Total</b>	<b>\$9,980.15</b>

## Locations

Book a Court is currently in place in the following locations and at project identification stage at the following targeted community clubs and regions:

LGA REGION	CURRENT BAC VENUES	TARGET VENUES
SOUTH	Lindisfarne – Richmond – Sorell – Glenorchy- Taroona - Cygnet	Rosny Park – Sunshine (Howrah)
NORTH	Tennis World (Launceston) - Scottsdale	Newstead – Legana – Australian-Italian (Prospect) – Riverside – Trevallyn – George Town
NORTH WEST	Burnie (software) - Devonport	Port Sorell – Burnie (hardware)
EAST		Bicheno – Binalong Bay – Spring Bay

## Summary

The rationale behind this submission is to:

1. Capitalise on digital enablement to connect people more easily to courts around Tasmania
2. Implement digital court booking software and hardware in locations that enable an Tasmanian (or visitor to the state) to access tennis within a 30 minute commute

Some venues (currently an additional 4) have already expressed future intent to committing to the installation of Book a Court as part of their overall club infrastructure planning.

The expansion of venues offering the online flexibility and accessibility that Book a Court offers is crucial to spreading the advantages of tennis across the state, not least of which are the various physical and mental health outcomes for individuals.

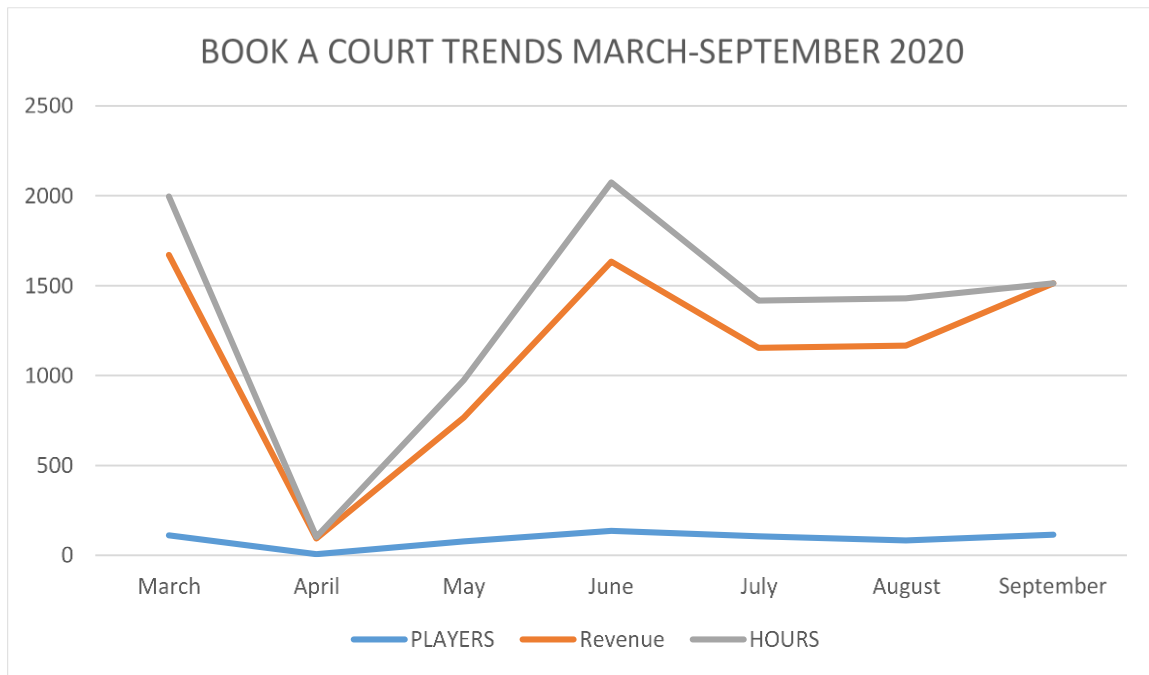
For local tennis clubs, their sustainability is strengthened due to the forecast increases in participation and revenue. Combined, the venues have financial viability and a model of business that fosters capability for the long term, and creates an important social environment for communities recovering from the uncertainty and isolation caused by COVID-19. Over time, the goal is to cultivate the bolstered social cohesion and build upon the benefits shared, to ensure tennis communities continue to thrive into the future. In so doing, there is also a sustained positive ripple effect to the overall economy.

## Supporting evidence

Data obtained from current BAC venues reveals important and encouraging spikes in activity over the period of month on month, March 2020 to September 2020. The period represented is a snapshot of the months during which COVID-19 restrictions and guidelines regarding safe returns to play were in place. Hence, April saw a clear decline in participation and tennis activity, due to COVID-19.

Across the ten venues:

	March	April	May	June	July	August	September
Total Hours booked	326	8	208	441	263	264	318
% variation		Minus 97.7%	+2666.67%	+112.29%	Minus 40.3%	+0.38%	+20.45%
Total Revenue earned	\$1560.12	\$86.52	\$689.29	\$1497.46	\$1049.66	\$1084.14	\$1398.56
% variation		Minus 94.45%	+696.68%	+117.25%	Minus 29.9%	+3.28%	+29.0%
Total Bookings made	238	9	167	340	222	212	265
% variation		Minus 96.22%	1755.56%	+103.59%	Minus 34.71%	Minus 4.5%	+25.0%
Total Unique players	111	7	77	136	105	82	115
% variation		Minus 93.69%	+1000.0%	+76.62%	Minus 22.79%	Minus 21.9%	+40.24%



The table below represents the hours played and revenue earned across all existing venues, from July 2019 until June 2020. This provides a financial year summary.

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
HOURS	117	126	175	199	162	379	329	383	326	8	208	441
REVENUE	\$194.97	\$290.48	\$346.81	\$393.16	\$486.11	\$680.89	\$1712.55	\$2041.79	\$1560.12	\$86.52	\$689.29	\$1497.46